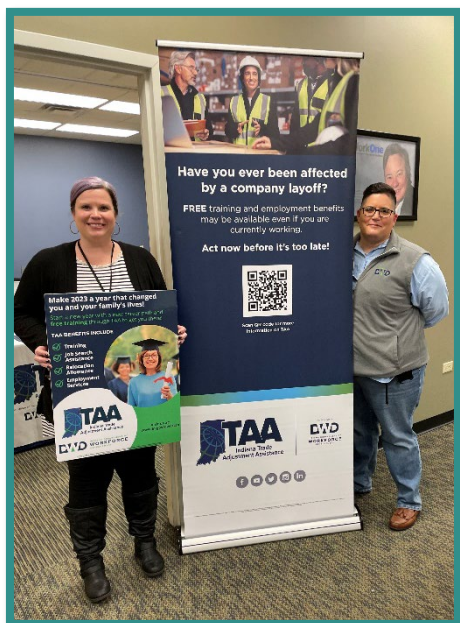




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Open House Events



During the Open House events, the Indiana TAA team provided attendees the opportunity to view a video on their TAA benefits and services, receive informational packets, meet one-on-one with TAA SME's to discuss their reemployment needs and schedule virtual or in-person enrollment meetings with case management staff. Partner service staff are also onsite to assist with those who may attend that are not TAA eligible with employment and training services.

Indiana officially launched the gas card incentive pilot during March Open House events. These events included targeted outreach efforts to any potential 2015 law certified worker who appeared on a worker list, and who had not previously accessed any of their TAA benefits.

Gas Card Eligibility- Open House

During the Open House event, TAA Unit staff required attendees to complete a survey in order to capture information such as customer motivators, distance travelled to the event, and education/employment status. Staff verified attendees as an eligible individual from a compilation of worker lists obtained from company contacts or UI records. Indiana mailed postcards to individuals on the list and asked the individuals to bring the post card physically with them to the event for verification of eligibility. If an individual did not bring the post card, our TAA Unit staff verified the individual from the compiled worker list. Once the TAA team verified the attendees eligibility and the survey was complete, the TAA team provided the attendee a gas card onsite. After completing the survey, individuals who attended watched a 10-minute presentation video on available TAA benefits and services (featuring past program success stories) and met one-on-one with TAA case management staff to discuss training eligibility and schedule in-person or virtual enrollment appointments.

As part of the pilot, we made three gas card types (Indiana Members, Casey's, and Speedway) available to ensure that no matter the locality of the individual, there was an option available that would best meet their needs.

Outreach

Each month, the Open House events targeted three local areas, as follows:

	March		April
	# Workers		# Workers
Region 12	1,038	Region 1	647
Region 2	950	Region 6	488
Region 3	927	Region 7	625
March Total: 2,915		April Total: 1,760	



INDIANA GAS CARD PILOT

Outreach Methods



Postcard



Phone Calls
and Text
Messages

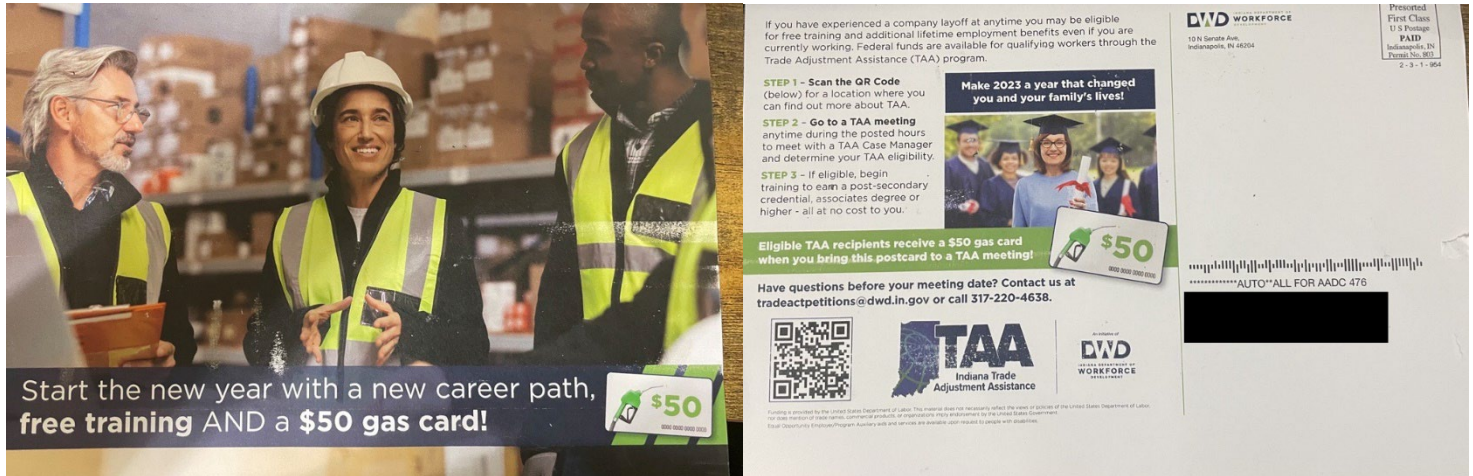


Email

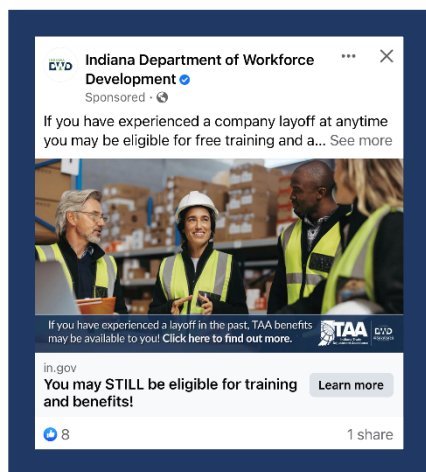


Social Media

Post Card Example



Social Media Example via Facebook, Instagram, and digital display ads



Landing Webpage View available at www.in.gov/taa/orientation

Note: Indiana decided not to advertise the gas card through social media to avoid ineligible individuals attending the event just to receive a gas card.

Email Example



You have been identified as potentially eligible for TAA due to a past layoff. LIFETIME benefits are available!

Even if you are currently employed, you may still qualify for all of the below benefits!

Receive a \$50.00 gas card if you attend one of the TAA Open House Events below!

TAA BENEFITS

TRAINING

Earn a new certification today! Classroom training paid at **100%**. Work-based learning such as on-the-job training or apprenticeships are also available!

JOB SEARCH ALLOWANCE

Looking for new employment? Get up to **\$1,250** reimbursement for job search costs if traveling outside of your commuting area!

RELOCATION ALLOWANCE

Needing to move for a new job? TAA may pay for **90%** of your relocation costs to move for a new job!

EMPLOYMENT SERVICES

One-on-one assistance to help you connect with resources and get into a high-wage, high-skill job today!

EVENT DETAILS

Date: Tuesday, March 7, 2023
Location: Ivy Tech Fall Creek Center Johnson & Laikin Community Room
2535 N Capitol Ave Indianapolis, IN 46208
Time: 3:00 pm - 7:00 pm ET

Date: Tuesday, March 21, 2023
Location: Ivy Tech Coliseum Campus Room CC1640 3800 N Anthony Blvd. Fort Wayne, IN 46805
Time: 3:00 pm - 7:00 pm ET

Date: Wednesday, March 22, 2023
Location: Marion Public Library Meeting Room B 600 South Washington Street Marion, IN 46963
Time: 3:00 pm - 7:00 pm ET

Date: Tuesday, March 28, 2023
Location: Ivy Tech South Bend Room 102 220 Dean Johnson Blvd. South Bend, IN 46601
Time: 3:00 pm - 7:00 pm ET

Date: Wednesday, March 29, 2023
Location: Ivy Tech Goshen Community Center 22531 County Road 18 Goshen, IN 46528
Time: 3:00 pm - 7:00 pm ET

SUCCESS STORY



Amber I Warsaw, IN
Previous Job: Manufacturing Assistant
Wage at Separation: \$13.20/ hour

TAA Benefits Received: Training and Employment Services
Certifications/Degrees Earned: Associates Degree in Respiratory Therapy

New Employment: Respiratory Therapist
New Wage: \$29.09/hour

QUESTIONS?

Email: tradeactpetitions@dwd.in.gov

Phone: (317) 220- 4638



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INDIANA GAS CARD PILOT

Outreach Results

Postcards

	Postcards Mailed		Impressions	Clicks	CTR
MARCH		MARCH			
Region 12	2,076	Region 12	1,177,948	1,025	.09%
Region 3	1,854	Region 3	1,173,717	890	.08%
Region 2	1,900	Region 2	1,268,928	965	.08%
APRIL		APRIL			
Region 1	1,294	Region 1	TBD	TBD	TBD
Region 6	976	Region 6	TBD	TBD	TBD
Region 7	1,250	Region 7	TBD	TBD	TBD

Social Media & Display Ads

Webpage Hits

	QR Code	Organic	Social Media	Display Ads	Other
MARCH	23	6	1,866	550	43
APRIL	11	10	1,090	1,432	22

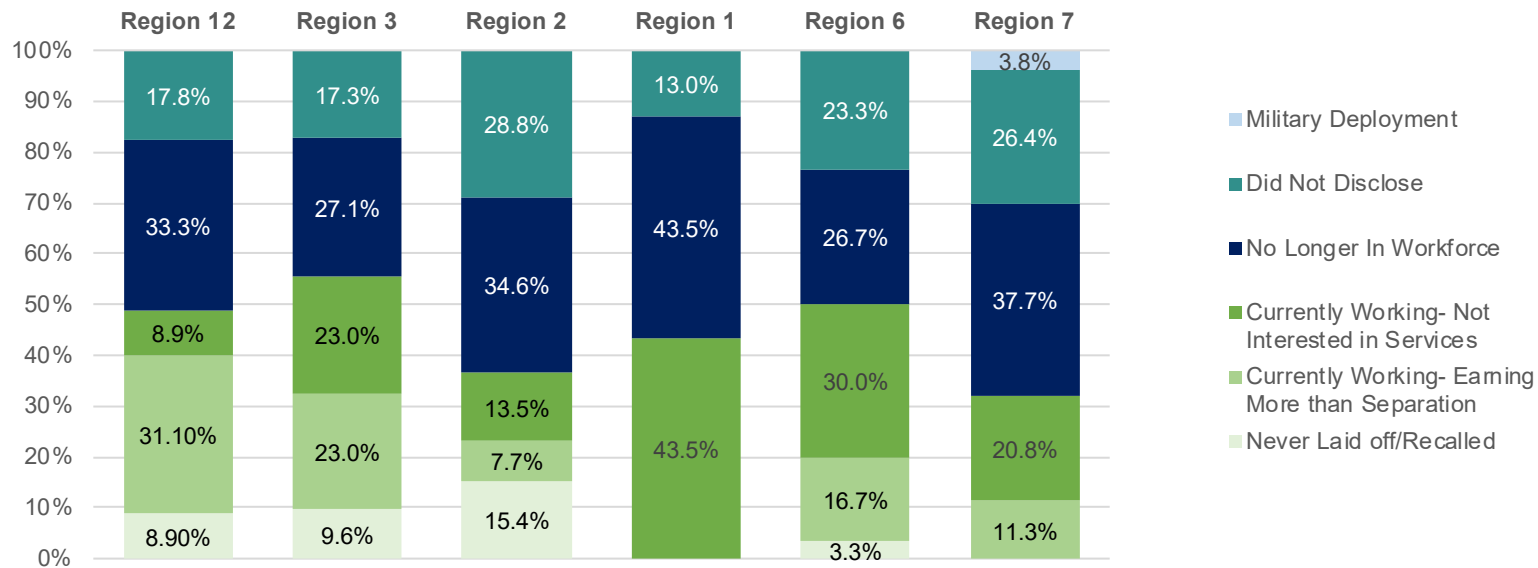
Phone and Email Outreach

	Total Outreach Calls	Left Voicemail	Unable to Leave Message	Emails Sent	Emails Returned Undeliverable	Text Messages Sent*	Not Interested	Referred to AJC or Other State TAA Contact	Customer Interested	Attended Open House Event	Outcome %
MARCH											
Region 12	597	274	223	288	14	N/A	45	1	54	10	1.7%
Region 3	562	251	224	351	96	N/A	52	4	31	5	.89%
Region 2	483	246	141	98	4	N/A	52	3	41	12	2.5%
APRIL											
Region 1	188	97	59	41	2	0	23	1	8	4	2.1%
Region 6	282	147	78	92	5	142	30	1	26	14	5.0%
Region 7	250	118	60	19	0	40	53	0	19	14	5.6%

*While text messages may have been utilized by outreach staff during March outreach efforts, Indiana TAA Unit did not begin tracking text messages until mid-April.

INDIANA GAS CARD PILOT

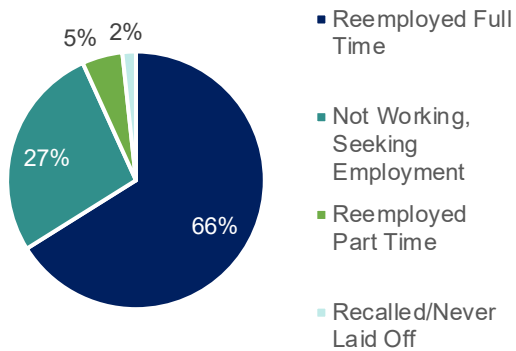
March-April: Not Interested Categories



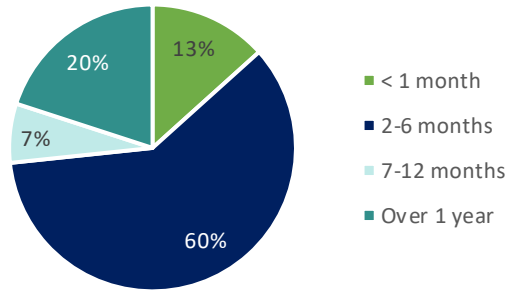
INDIANA GAS CARD PILOT

Open House Survey Results (March and April) *(attendees could select multiple answers to reflect "all that apply" for the last three survey questions)*

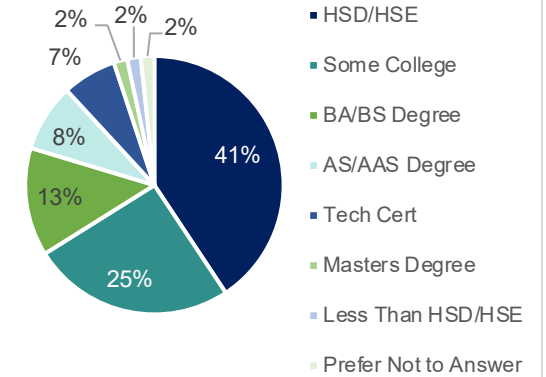
What is your current employment status?



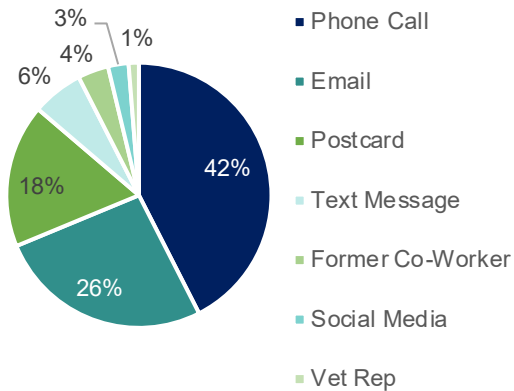
If unemployed, how long?



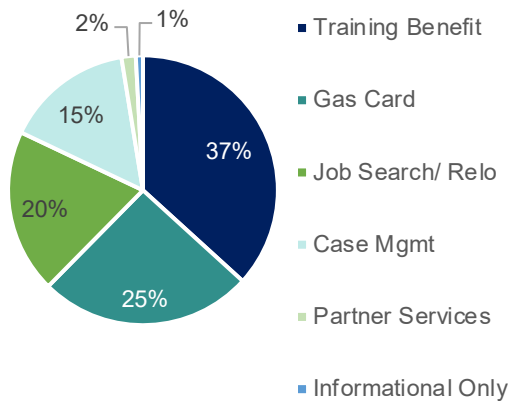
Highest Level of Education



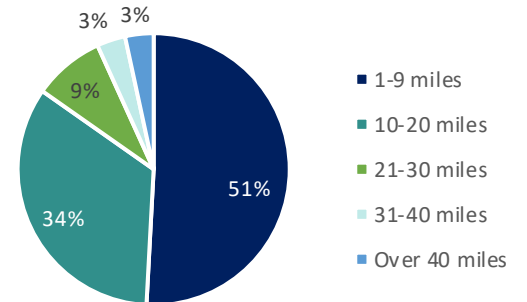
How did you hear about the Open House?



What motivated you to attend?



How far (one-way) did you travel to attend?



INDIANA GAS CARD PILOT

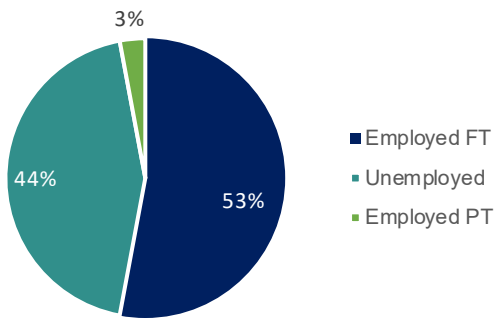
Gas Card Eligibility- Application

In addition to providing gas cards to those that attend an Open House event, Indiana is offering gas cards to those who enroll with the TAA program to receive, at minimum, case management services. While meeting with a TAA case manager for program enrollment, staff required eligible individuals to complete a survey in order to capture information such as customer motivators, distance travelled to meet with case manager, and education/employment status. After completing the program enrollment, TAA case managers provided the Indiana TAA Unit a copy of the program application to verify eligibility and compiled the survey results. Once the Indiana TAA Unit verified eligibility and the survey was complete, we provided the gas card to the individual via FedEx.

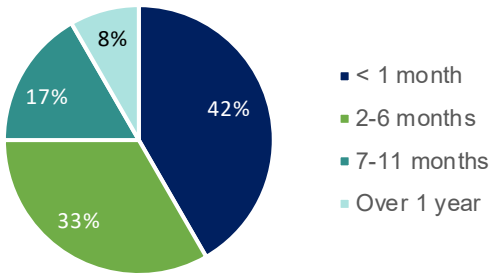
Three gas card types (Indiana Members, Casey's, and Speedway) were made available to ensure that no matter the locality of the individual, there was an option available that would best meet their needs.

Application Survey Results (March and April) *(attendees could select multiple answers to reflect "all that apply" for the last three survey questions)*

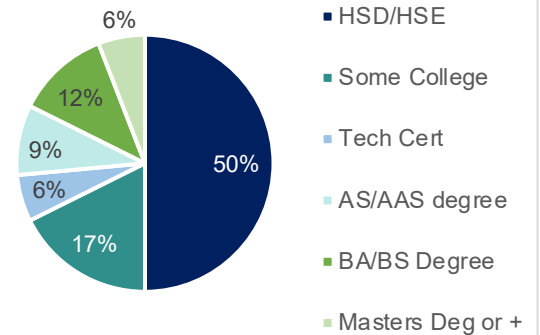
What is your current employment status?



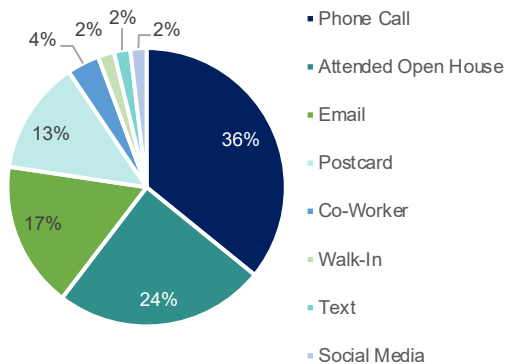
If unemployed, how long?



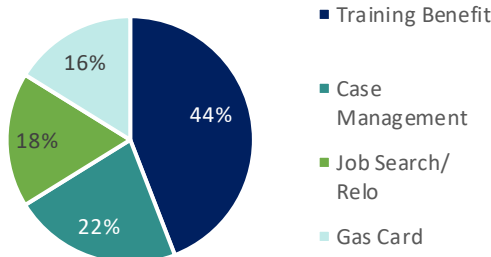
Highest Level of Education



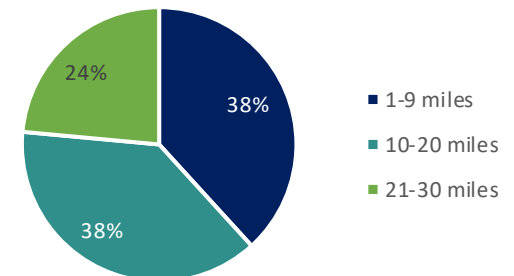
How did you hear about TAA?



What motivated you to apply for TAA?



How far (one-way) did you travel to meet with a case manager?

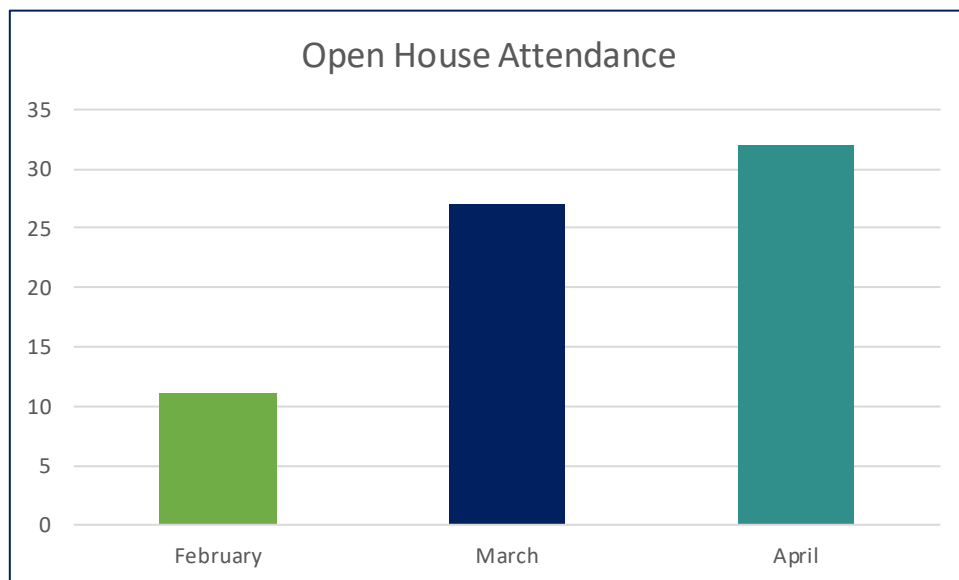


Open House Outcomes

The below chart represents Open House attendance for February-April 2023. Indiana will update this table monthly to show cumulative totals of all Open House events occurring in 2023 as part of this gas card pilot.

March Open House attendance increased by 145.5% when offering the gas card incentive.

April Open House attendance increased by 190.9% when offering the gas card incentive.

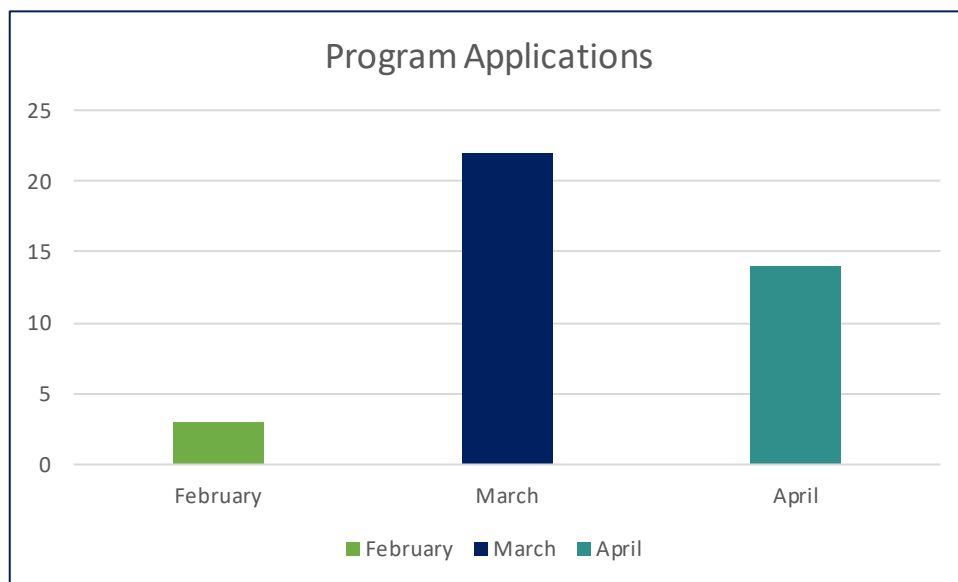


Program Application Outcomes

The below chart represents TAA program applications for February-April 2023. Indiana will update this table monthly to show cumulative totals of all application/enrollments occurring in 2023 as part of this gas card pilot.

March Program Applications increased by 633% when offering the gas card incentive.

April Program Applications increased by 366.7% when offering the gas card incentive.



Identified Best Practices and Areas of Opportunity

Throughout the pilot project, we have identified some outreach methods and change in processes that we believe have led to higher engagement rates. Below is an outline of the areas identified and actions that we will be taking in future engagements:

- 66% of the Open House attendees in April were individuals who received a follow-up reminder outreach contact via phone call and/or text message within 24 hours of the event. Previously, outreach staff was conducting most engagement within a week or two prior to the event. During the May outreach, Indiana will continue to do the post card, phone, and email outreach in advance of the events, however, we will be conducting follow-up reminders 24-48 hours prior to all events via phone call and text message for all individuals that have indicated interest or has a valid working phone number.
- Identified approximately 282 Veteran's out of previously enrolled individuals (2015 law certification that had not utilized their training benefit) and coordinated with JVSG DVOP staff to conduct outreach to these veterans to offer JVSG assistance and let them know that they had TAA benefits remaining. We have currently received five referrals to TAA case management staff for assistance.
- Compiled a list of all Indiana TAA certified employers within the last 20 years and provided list to local office staff for implementation during RESEA one-on-one meetings. TAA case management staff are also attending all RESEA meetings to help identify past eligible workers.
- In February and March, we utilized virtually all Indiana staff to conduct outreach. In April, we decided that we needed to realign staff duties to best support a positive outreach experience for the customer and utilize staff that were most successful with their outreach outcomes. We identified a select group of staff to focus solidly on outreach for these events. We have realigned caseloads to other staff that are not as strong at outreach, which has allowed us to keep most of our TAA staff dedicated to TAA. WE believe that this alignment has supported our staff as well as placed Indiana in a position to be even more successful with our outreach.